



City of San Antonio Communications Manual

PREFACE

This Communications Policy serves as the official communications guidelines for all City of San Antonio (City) civilian employees (full-time, part-time, temporary and grant-funded). It will outline the procedures for both internal and external communications. These guidelines will be applied daily to ensure accuracy, consistency and timeliness in relaying information to employees, departments, representatives of the news media and the public at large.

This Policy will serve as a communications tool to foster an understanding of City policies, initiatives and services in order to provide clear, effective communications directives for the organization.

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COMMUNICATIONS GOALS AND PRINCIPLES

Communications Goals and Principles:

Goal of the Policy:

To use effective communications to improve employee and public understanding of City policies, initiatives and services. Clear understanding of and adherence to this Communications Policy is essential to achieving the goal. City civilian employees, volunteers and interns will be expected to abide by the Communications Policy.

Communications Policy Principles:

The timeliness of our internal and external communications is important to the needs of employees and the public. City employees shall make every reasonable effort to respond in a timely manner. Where our actions or decisions will be delayed, it is important that such delay be communicated to those affected and a new estimated time for completion be provided.

All City communications to employees and the public should be polite, clear, timely and professional in tone.

Essential internal and external communications to employees and the public should be translated from English into Spanish, when possible, including, but not limited to, Administrative Directives, Policies, Brochures, Surveys and Flyers.

Each Department Director will review this Communications Policy and provide department employees, volunteers and interns with print or electronic access to it.

Oversight and Guidance:

The Department of Government and Public Affairs will oversee compliance with the City's Communications Policy and will assist employees with any questions regarding the Policy. Employees can contact the Department of Government and Public Affairs at 207-7234. The Director of Government and Public Affairs will provide advice and guidance on all media relations and can be contacted directly at 207-7234.

Official City Spokespersons:

It is essential to provide the public with accurate and timely information, as it pertains to City initiatives and policies. Print, television, radio and Internet media play a critical role in providing City-related information to the community. It is in the City's interest to inform the public with accurate and timely information.

Employees are not restricted from speaking to the media as an individual citizen during non-City work hours. However, only designated City employees can provide the media with an official statement on behalf of the City. **City employees that are not specifically listed in this policy as official spokespersons shall not provide information to the media without the approval of their Department Director.**

The City Manager, City's Executive Leadership Team, Department Directors, Assistant Directors and Public Information Officers listed below are the principal disseminators of public information to the media and are official spokespersons for the organization.

City Manager:

Sheryl Sculley 207-7080

Executive Leadership:

Erik Walsh	Deputy City Manager	207-7080
Peter Zanoni	Deputy City Manager	207-7080
Maria Villagomez	Assistant City Manager	207-7080
Lori Houston	Assistant City Manager	207-7080
Carlos Contreras	Assistant City Manager	207-7080
Martha Sepeda	Acting City Attorney	207-8940
Ben Gorzell	Chief Financial Officer	207-4478
Chris Callanen	Assistant to the City Council	207-7040
Jeff Coyle	Director, Government and Public Affairs	207-7910

Department Directors and Assistant Directors:

Name	Department	Phone
Xavier Urrutia Interim Director	Animal Care Services	207-8447
Heber Lefgren Assistant Director		
Tom Jones Director	Aviation	207-3444
Tim O'Krongley Deputy Director		
Ryan E. Rocha Interim Assistant Director		
Loyce D. Clark Assistant Director		
Jorge A. Perez Director	Building and Equipment Services	207-7858
Luis Borrero Assistant Director		
John Jacks Interim Director	Center City Development	207-3909
Jim Mery Deputy Director		
Martha Sepeda Acting City Attorney	City Attorney	207-8940
Kevin W. Barthold City Auditor	City Auditor	207-2853
Leticia Vacek City Clerk	City Clerk	207-7253
Leticia Saenz Deputy City Clerk		
Christopher Callanen Assistant to City Council	City Council	207-7040
Jeff Coyle Director	Government & Public Affairs	207-7910
Di Galvan Assistant Director		
Michael Sawaya Director	Convention & Sports Facilities	207-8500
Patricia Muzquiz Cantor Assistant Director		
Casandra Matej Director	Convention & Visitors Bureau	207-6861
Dave Krupinski Assistant Director		
Steve De La Haya Assistant Director		
Debbie Sittre	Culture & Creative	207-6967

Interim Director	Development	
Roderick Sanchez Director	Development Services	207-8259
Melissa Ramirez Interim Assistant Director		
Michael Shannon Assistant Director		
Terry Kannawin Assistant Director		
Kiran Bains Diversity & Inclusion Officer	Diversity & Inclusion Office	207-8773
Mike Etienne Director	EastPoint & Real Estate	207-7114
Rene Dominguez Director	Economic Development	207-8080
Alejandra Lopez Assistant Director		
Troy Elliot Director	Finance	207-5734
Debra Ojo Assistant Director		
Margaret Villegas Assistant Director		
Melanie Seale Assistant Director		
Charles Hood Fire Chief	Fire	207-8400
Vance Meade Deputy Fire Chief		
Carl Wedige Deputy Fire Chief		
Yvette Granato Deputy Fire Chief		
Dr. Vincent Nathan Interim Director	Health	207-8757
Jennifer Herriott, MPH Assistant Director		
Anil Mangla Assistant Director		
Shanon Shea Miller Director	Historic Preservation	207-8316
Lori Steward Director	Human Resources	207-8705
Natalie Balderrama Assistant Director		
Wanda Heard Assistant Director		

Renee Frieda Assistant Director		
Melody Woosley Director	Human Services	207-8198
Edward Gonzales Assistant Director		
Richard Keith Assistant Director		
Hugh Miller Chief Technology Officer	Information Technology Services	207-8301
Kevin Goodwin Assistant Director		
John Rodriguez Assistant Director		
Kevin Holmes Interim Assistant Director		
Ramiro Salazar Director	Library	207-2644
Dale McNeill Assistant Director		
Kathy Donellan Assistant Director		
John Woodruff Director	Management & Budget	207-7284
Chad Tustison Assistant Director		
Juan Ayala Director	Military Affairs	207-6566
Karen Rolirad Deputy Director		
Frederick Garcia, Jr. Court Clerk	Municipal Court	207-8970
Janet Martin Interim Director	Parks & Recreation	207-6090
Nikki Ramos Assistant Director		
Bridgett White Interim Director	Planning & Community Development	207-5487
William McManus Police Chief	Police	207-7360
Anthony Trevino Deputy Police Chief		
Jose Banales Assistant Police Chief		
Steven Baum Assistant Director		
Kathy Bruck Chief Executive Officer	Pre-K 4 SA	206-2750

David W. McCary Director	Solid Waste	207-6470
David Newman Assistant Director		
Josephine Valencia Assistant Director		
Matthew Hobson Interim Assistant Director		
Douglas R. Melnick Chief Sustainability Officer	Sustainability	207-6103
Michael Frisbie Director	Transportation and Capital Improvements	207-8022
Terry Bellamy Assistant Director		
Anthony Chukwudolue Assistant Director		
Arthur Reinhardt Assistant Director		
Razi Hosseini Assistant Director		
Edward Benavides Chief Executive Officer	Tricentennial Commission	207-2300
Asia Ciaravino Chief Operating Officer		
Colleen Swain Director	World Heritage Office	207-4089

Public Information Officers:

The following are public information officers/official spokespersons for City departments and are responsible for addressing media inquiries:

PIO	Department	Phone
Di Galvan	Government and Public Affairs	207-7234
Thea Setterbo	Government and Public Affairs	207-7349
Lisa A. Norwood	Animal Care Services	207-6665
Evelynn Bailey	Aviation	207-1611

Kelly Kapaun	Center City Development & Operations	207-8031
Richard Oliver	Convention & Visitors Bureau	207-6708
Andrea Delaune	Convention Sports & Entertainment Facilities	207-3642
Javier Flores	Culture & Creative Development	207-6960
Ximena Copa-Wiggins	Development Services	207-0221
Jeannette Garcia	Economic Development	207-3915
Deborah Foster	Fire	207-8492
Woody Woodward	Fire	207-8492
Carol Schliesinger	Health Department	207-8172
Roxanne Olivarri	Human Resources	207-2013
Jessica Dovalina	Human Services	207-5915
Caitlin Cowart	Library	207-2638
Marcie Hernandez	Library	207-2614
Michelle Martinez	Parks & Recreation	207-6122
Jesus Salame	Police	207-7579
Sandra Pickell	Police	207-7579
Douglas Greene	Police	207-7579
Paul Chapman	Pre-K 4 SA	207-2721
Tiffany Edmonds	Solid Waste Management	207-6463
Flor Salas	Transportation and Capital Improvements	207-1011
April Alcoser	Transportation and Capital Improvements	207-8026

MEDIA COMMUNICATIONS

Media Communications:

Media inquiries regarding an interpretation of City policies, lawsuits, personnel matters, a reduction in force; or seeking a quote or comments over the phone, by e-mail, or through an on-camera interview are responsibilities designated for the City Manager, City's Executive Leadership Team, Department Directors or their designee, and Public Information Officers.

It is the responsibility of the Department Directors to make their employees aware of the identity of the designated spokesperson/s for their department.

THE CITY IS NOT OBLIGATED TO MAKE ANY EMPLOYEE AVAILABLE TO THE MEDIA FOR AN INTERVIEW.

Media Center:

The Government & Public Affairs Department maintains the Media Center on the City's website as a one-stop resource for external communication needs. Through the Media Center, reporters and the public can access City department contacts for media representatives, a list of San Antonio Area Media, City photos and videos and the Social Media Center. The Media Center can be accessed at www.sanantonio.gov/commpa/MediaCenterDivision.aspx.

Responsibilities of all City Employees who Speak to the Media:

All media inquiries (positive or negative) must be entered into the Media Inquiry System, as it occurs. The following information is required:

1. Date of the media inquiry
2. Topic
3. Department and name of employee responding to the inquiry
4. Name of the media outlet and the reporter

Example:

Date: July 16, 2008

Topic: Fire Chief Charles Hood's first year of service with the City.
The story will air Friday, July 18 on the 10:00 p.m. newscast.

Department: Deborah M. Foster/Fire

Media Carol Fischer/USA Today

When speaking to a reporter, all employees must remember that they represent the City of San Antonio. All conversations should be polite, clear, professional in tone, and free of personal judgments and derogatory remarks.

When taking a message from a reporter for a City spokesperson, please acquire the following information:

1. Name of the reporter
2. Name of the media organization
3. Deadline for the story
4. Topic of the inquiry
5. Any specific question that the reporter would like answered, if the reporter would like to provide one
6. Date and time of the call

Inform the reporter that someone will return the call, as soon as possible. If you have the name of the appropriate employee who will be returning the call, provide it to the reporter.

All media representatives will be afforded the same access. Any information available to members of the media will be provided equally. No reporter or news outlet will be excluded from any media availability.

Media entering a City facility should be asked to check-in at security, the department's Public Information Office or with the Department Director's Office.

When a reporter's questions concerns actions of other departments, City employees should indicate that fact and refer the reporter to the appropriate departments to address their questions. The City employee should then promptly call the affected departments to make staff aware of the reporter's interest.

When a reporter calls, he or she is usually on a deadline. City employees should make every attempt to return calls promptly and make every effort to accommodate a reporter's request.

Despite the pressure of a reporter's deadline, personnel at all levels should not hesitate to say they do not know the answer to a question.

City employees should not speculate, give opinions or provide partial answers.

When a City employee is speaking with a reporter and is uncertain of an answer, he or she should either refer the reporter to someone who has the information or offer to obtain the answer and call the reporter back with the correct information.

Each Department is responsible for tracking negative or misleading information reported by the media and should immediately bring it to the attention of the Director of Government and Public Affairs, in order to discuss the appropriate corrective action.

All staff should understand that there are three common journalistic conventions:

- 1. On the record:** information the reporter can freely report and quote.
- 2. Not for attribution:** information the reporter can use, but cannot attribute to a specific individual.
- 3. Off the record:** background information the media cannot use unless confirmed by a different source.

When speaking with a reporter, City employees should ALWAYS STAY ON THE RECORD.

During a crisis: An internal Crisis Communications Team will be designated and will provide updates to the media in a timely manner. All City staff will maintain a cooperative and positive attitude with the media during a crisis. Honesty, sensibility, willingness to cooperate and above all, a readiness to provide information when it becomes available is a key function of City staff during a crisis. **SEE SECTION ON CRISIS COMMUNICATIONS.**

Media News Releases:

A copy of all department news releases should be sent by e-mail to the Assistant Director of Government and Public Affairs Di Galvan and to Public Engagement Officer Thea Setterbo.

The Department of Government and Public Affairs will disseminate department news releases to the Mayor and Council and City Executive

Leadership Team, upon request to the Director and Public Information Officer.

All departments should archive their news releases online and make them available from a link on their department website's front page for two calendar years; current year and previous.

All Department of Government and Public Affairs and City Council news releases are archived online and available from the front page of the City's website.

Media Request for Coverage:

A Media Request for Coverage is an invitation to the media to cover an event by the City. It provides the topic of the event, speakers, date, time and location.

A copy of all Department Media Request for Coverages should be sent by e-mail to the Assistant Director of Government and Public Affairs Di Galvan and Public Engagement Officer Thea Setterbo.

Upon request to the Director and PIO, the Department of Government and Public Affairs will disseminate the media Request for Coverage to the Mayor and Council and City Executive Leadership Team.

A REQUEST FOR COVERAGE WILL NOT BE ARCHIVED OR POSTED ONLINE.

CRISIS COMMUNICATIONS

Crisis Communications:

This plan will serve as a guideline for City employees to follow in situations including, but not limited to, floods, fires, terrorism, legal actions, an employee accident, and other situations involving the opinion of the media or general public that the City did not react to one of the above-mentioned situations in the appropriate manner.

Crisis Communications Process:

When a potential crisis situation arises, a City employee shall first notify the Department Director, who in turn should notify the designated Executive Leadership Team Leader. The Executive Leadership Team leader will notify the City Manager and the Director of Government and Public Affairs. A Crisis Communications Team will then be designated by these City staff employees to address the crisis.

Crisis Communications Team:

The Crisis Communications Team will identify what actions should be taken.

The Team will be comprised of individuals who are essential to managing the crisis situation, including at least one Executive Leadership Team member, City Attorney representative, Department Director, Director of Government and Public Affairs, a manager from the division in charge of the area involved in the crisis situation, and any technical experts or advisors that can assist in providing incident information.

Once the Crisis Communications Team is selected, a list shall be compiled noting team member names and responsibilities, including identifying the City spokesperson for the crisis.

Media Statements:

The Crisis Communications Team will immediately prepare a short statement to provide to the designated spokesperson for distribution to the media. The following individuals should be notified of the public statement, prior to its dissemination: The City's Executive

Leadership Team, Mayor and City Council, appropriate Public Information Officers, and employees (if needed).

An example statement would read as follows:

"Facts are still being gathered; however there will be a City news conference before 4 p.m. at the Media Briefing Center to provide the most up-to-date information possible."

Media Interview Location:

The Crisis Communications Team will select a location to conduct the media interviews or news conference.

Individuals, such as Public Information Officers, should be designated to escort media during a crisis, if an escort is required. If there are special circumstances that will require the media to be escorted as a safety precaution, they should be advised before the interview or news conference.

All media will be treated equally; what is given to one will be available to all.

Sample News Release:

The first news release should include at a minimum: who, what, when and where regarding the crisis situation (with the exception of information that would violate the Health Insurance Portability and Accountability Act). The City must provide facts gathered from reliable and confirmed sources. There should be a prepared news release that can be disseminated as an initial general response to the media, as follows:

SAN ANTONIO (month day, year) -- A (what happened) at (location) involving (who) occurred today at (time). The incident is under investigation and more information is forthcoming.

A news release may also include the time for the next news conference or release of information, if it is known.

OPEN RECORDS

Open Records:

Open Records Requests submitted by the media should be processed in accordance with the Texas Public Information Act, in conjunction with the State Attorney General's Office Public Information Act Handbook.

The City Attorney's Office should be made aware of any Open Records Request concerning records that are sensitive or confidential or in instances when there are other concerns about releasing certain records to the requestor, by e-mail. Departments should contact the Assistant City Attorney who provides legal services to them, as well as Assistant City Attorney Camila Kunau (207-5602), in this event.

Each department has a designated Open Records Liaison and they are as follows, as of 03/28/13:

Open Records Liaisons:

Name	Department	Phone#
Lisa Norwood	Animal Care Services	207-6665
Daniel Gonzalez	Animal Care Services	207-6676
Amalia Gorena-Bullis	Aviation	207-3494
Alyssa Munoz Lopez	Building & Equipment	207-2102

Amalia Gorena-Bullis	City Attorney (Aviation)	207-3494
Audrey Zamora-Johnson	City Attorney (Real Estate)	207-2094
Camila Kunau	City Attorney (all, Clerk, Municipal Court)	207-5602
Caroline Cho	City Attorney (CDBG)	207-8874
Chris Hebner	City Attorney (environmental, bikes)	207-2296
Chuck Weir	City Attorney (SAFD, HR for uniformed employees, backup for SAPD)	207-8946
Ed Guzman	City Attorney (High Profile, Health, Bdg Homes, Pre-K)	207-8917
Erik Friedland	City Attorney (annexation, condemnation)	207-8949
Hollis Young	City Attorney (SAHA, OurSA, Housing Trusts, Vital Statistics)* retiring end of June 2016	207-0617
Jim Kopp	City Attorney (SAPD, TAB, Civil Svc)	207-8992
Jonathan Kaplan	City Attorney (ITSD, patents)	207-2198
José Niño	City Attorney (Municipal Court, Code Compliance)	207-7304
Joseph DeCenzo	City Attorney (Planning Cmn, HDRC, OHP, Plats, PUDs)	207-8942
Ken Clark	City Attorney (Litigation)	207-8975

Krista Cover	City Attorney (HR, non-uniform Civ. Svc)	207-6501
Kristine Duff	City Attorney (DHS)	207-8788
Lauren O'Connor	City Attorney (Purchasing)	207-2834
Lisa Biediger	City Attorney (PID, Arts, Conv. Ctr, TIF)	207-8969
Monica Hernandez	City Attorney (Health, ACS)	207-7356
Orlando Rodriguez (Ray)	City Attorney (EDD, abatements, towing, Alamodome)	207-2854
Paul Wendland	City Attorney (TCI, Construction, BOA)	207-8961
Robert Nordhaus	City Attorney (Finance, Purchasing, OMB, BES, Risk Mgt)	207-6370
Robert Reyna	City Attorney (Unif. Civ Svc.)	207-8918
Rogelio Pena	City Attorney (Utilities, ITSD cell phone tower leases)	207-6909
Savita Rai	City Attorney (Code Compliance, BSB)	207-7154
Shreya Shah	City Attorney (DHS)	207-8881
Steve Whitworth	City Attorney (Parks, Library)	207-8908
Susan Guinn	City Attorney (Zoning)	207-0522

Ted Murphree	City Attorney (DSD, signs, intell. property)	207-2108
Veronica Zertuche	City Attorney (HPARC, Tricentennial, EDD, SBEDA)	207-8994
Veronica Garcia	Center City Development	207-8477
Kevin Barthold	City Auditor	207-2853
Lisa A. Lopez	City Clerk	207-7257
Melinda Lopez-Uriegas	City Clerk	207-7255
Francisco Molina	City Clerk	207-6973
Chris Callanen	City Council	207-7045
Laura Cantu	City Council	207-7041
John Peterek	City Manager	207-2080
Colin Hoffman	Civil Service	207-2730
Di Galvan	Government and Public Affairs	207-7239
Moraima "Mo" Montenegro	Government and Public Affairs	207-0297
Vanessa Orta Viesca	Government and Public Affairs	207-0296
Nina Shealey	Convention & Sports Facilities	207-5769
Shanna Smith	Convention & Visitors Bureau	207-6737
Javier Flores	Cultural & Creative Development	207-6960
Laura Davis	Customer Service 311	206-8904

Sandra Garza	Developmental Services	207-0603
Jorge Manzano	Developmental Services	207-0345
Akeem Brown	EastPoint & Real Estate	207-5641
Jessica Harris	Economic Development	207-6055
Erik Gomez	Environmental Assessment (TCI)	207-5010
Sandra Garza	Environmental Assessment (DSD)	207-0603
Eugenia "Genie" Martinez	Environmental Assessment (Fire)	207-1439
Christopher Phillips	Environmental Assessment (SAMHD)	207-2028
Monica Lopez	Finance	207-8384
Deborah Foster	Fire	207-8492
Cory Edwards	Historic Preservation	207-1496
Roxanne Olivarri	Human Resources	207-2013
Brandis Davis	Human Resources	207-8607
Jessica Dovalina	Human Services	207-5915
Sally Basurto	Intergovernmental Affairs	207-7197
Irene Villegas	Information Technology	207-7907
Caitlin Cowart	Library	207-2638
Justina Tate	Management & Budget	207-8168
Juan Ayala	Military Affairs	207-6566
Fred Garcia	Municipal Court	207-7711

Kristie Blust	Municipal Court	207-8809
Gilbert Cardenas	Municipal Court	207-7127
Liza Meyer	Office of Sustainability	207-1449
Sgt. Ronald Cottrell	Park Police	207-2241
Veronica Moreno	Parks & Recreation	207-6005
Patricia Renteria	Planning & Development	207-0147
Diana Rosas	Planning & Development	207-6615
Linda Flores	Police	207-7551
Colin Hoffman	Police	207-7087
Andie Rodriguez	Pre-K	206-2754
Lynn Cox	Solid Waste Management	207-6472
April Alcoser Luna	TCI	207-8026
Erik Gomez	TCI	207-5010
Flor Salas	TCI	207-1011

Departments should make the Director of Government and Public Affairs aware of any Open Records Request submitted by the media, by e-mail.

Electronic Format of Open Records Request:

The City provides an electronic format of an Open Records Request form that can be accessed by the general public and the media through the front page of the City's website, www.sanantonio.gov.

The link is located on the right side and is entitled: "Request a City Document or Record." It contains the information that Department Open Records Liaisons will collect from a requestor by phone.

NEWSLETTERS

City Employees Newsletter – E-Connections:

E-Connections – is the City’s electronic employee newsletter and is produced monthly by the Department of Government and Public Affairs. The newsletter is distributed through an ALL COSA e-mail. Current and archived issues are also available for view on the COSA Intranet.

A call for articles is sent to a distribution list a month prior to publication release date and a reminder e-mail will be sent two weeks and one week prior to the deadline. Photos and articles are collected and considered for publication.

Articles should be no more than 300 words in length.

The Department encourages the submittal of pictures of employees whether it is at the office, in the field or at a fun event. Accepted for submission are digital pictures taken at the second highest resolution or a 2mb file. City departments may send scanned pictures that are 3” x 5” in size with a 300 dpi resolution.

If a department or a staff member has received any awards, promotions, or academic accolades, the Department asks that this information be shared, so that all City employees may celebrate these successes together.

Hard copies of the newsletters for employees who do not have access to computers.

To submit articles or for more information, contact Thea Setterbo at 207-7349 or by e-mail at thea.setterbo@sanantonio.gov.

E-Connections Monthly Publication deadlines:

The deadline to submit an entry for **E-Connections** is two weeks prior to the release date each month, which is the first business day of the upcoming month.

City Community Online Newsletter – Dot-Gov:

Dot-Gov – is the City’s online community newsletter that includes City news, information on upcoming events, City accomplishments and tips. It is produced by the Department of Government and Public Affairs.

The newsletter is sent out via e-mail on the first business day of each month to a distribution list that includes neighborhood associations, local residents, local and national media affiliates, and all City employees.

The newsletter is also available on the front page of the City’s website at www.sanantonio.gov.

Information from various departmental newsletters, press releases and calendars is collected and considered for publication. All articles should not exceed 500 words. Please note that the Department of Government and Public Affairs reserves the right to edit all submitted materials for *Dot-Gov*.

Dot-Gov Monthly Publication deadlines:

The deadline to submit an entry for the Dot-Gov newsletter is usually the third Friday of each month.

To request more information, contact Thea Setterbo at 207-7349 or by e-mail at thea.setterbo@sanantonio.gov.

Department Community Newsletters:

Departments should send Thea Setterbo in the Department of Government and Public Affairs, by e-mail, a copy of their community newsletter. The department’s community newsletter will be placed online and accessible to the community through the City’s front page.

CITY CALENDAR

City Monthly Calendar:

The Department of Government and Public Affairs produces a Calendar of monthly City-sponsored events.

It is distributed by e-mail on the first day of every month to a subscription list that includes City employees, City Council offices, Dot-Gov subscribers, and local media affiliates.

The City Monthly Calendar is available at www.sanantonio.gov on the City's Communication and Public Affairs Department website, the first business day of the month.

Departments can submit City-sponsored events to Jay Reyna - Graphic Communications Coordinator in the Department of Government and Public Affairs at jay.reyna@sanantonio.gov or call 207-3911.

City Monthly Calendar Submission Deadlines:

The deadline to submit an entry for the City Monthly Calendar is the third Wednesday of each month for the distribution of the Calendar on the first day of the upcoming month.

ELECTRONIC COMMUNICATIONS

City Website:

The front page of the City's website and its four landing pages are maintained by the Department of Government and Public Affairs and changes to the content or design of the front page must be authorized by the Department.

The City's website is designed in coordination with the Information Technology Services Department. All departments must acquire approval to change, modify or enhance the department's website design from the Department of Government and Public Affairs and the Department of Information Technology Services.

Each department is responsible for maintaining current information on its website, and for any necessary changes. Approval to update content on a department website is not needed.

Intranet:

All submissions to the Intranet must first be approved by the department's director.

Intranet posting requests for the City's Intranet site should be submitted by e-mail to Cambri Ensminger, Special Projects Manager/Web Design in the Department of Government and Public Affairs, at cambri.ensminger@sanantonio.gov.

Only the Department of Government and Public Affairs will have the authorization to post information on the Intranet, with the assistance of Information Technology Services Department.

The Director of Government and Public Affairs will make the final determination on whether the request is within the Communication Policy guidelines:

Information posted on the Intranet should be that which is relevant to the majority of City employees.

Information posted on the Intranet must conform to COSA policies on the Acceptable Use of Information Technology, (see A.D. 7.5).

The Intranet site is intended for the following types of information, including but not limited to:

1. Changes to employee benefits or any Human Resources-related information applicable to employees
2. New and existing Administrative Directives and ethics Policies.
3. City employee training
4. Wellness programs available to employees
5. Information regarding department programs
6. City e-forms
7. Employee surveys and results
8. The Annual Report
9. Telecommuting and mobile worker information and links
Information Technology Services Department Help Desk
information
10. Emergency and routine communications about events that
affect workplaces and schedules

Each department is responsible for submitting current and accurate information to the Department of Government and Public Affairs for the purpose of posting on the Intranet.

Each department is responsible for making the Department of Government and Public Affairs aware of outdated department information that should be removed from the Intranet.

Intranet Bulletin Board:

All submissions to the employee Intranet Bulletin Board must first be approved by the department's director.

Intranet Bulletin Board requests should be submitted by e-mail to the Director or a Public Information Officer of the Department of Government and Public Affairs.

The Director of Government and Public Affairs will make the final determination on whether the request is within the policy guidelines. Bulletin Boards may not include:

1. Bulletins cannot be political in nature or directed at a small group of employees.
2. Bulletins advertising fundraisers will not be approved.
3. The Bulletin Board is reserved for the following:
 - a. Changes to employee benefits or any Human Resources-related information applicable to employees (new
 - b. Administrative Directives)
 - c. Matters that affect a large population of employees
 - d. Emergency situations, such as flooding or a freeze
 - e. Promotion of City sponsored and co-sponsored events inviting all employees to participate such as:
4. City employee blood drives
5. City employee run/walks
6. City Wellness program
7. City Graffiti Wipeout program
8. City VITA program
 - a. Discounts specifically designed for City employees

ALL COSA E-mail System:

Anyone with a City e-mail address is included in the ALL COSA Email System.

ALL COSA e-mails must first be approved by the department director.

ALL COSA e-mail requests should be submitted by e-mail to the Director or a Public Information Officer of Department of Government and Public Affairs. This does not include Department of Information Technology Services ALL COSA e-mails regarding security alerts or notices of system maintenance of outages or Police Department, Fire Department and Office of Emergency Management safety emergency messages.

The Director of Government and Public Affairs will make the final determination on whether the request for the ALL COSA e-mail is within the policy guidelines:

1. ALL COSA e-mails cannot be political or religious in nature or directed at a small group of employees.
2. Requests for All-COSA notices advertising fundraisers will not be approved.

The ALL COSA e-mail system is reserved for the following:

1. Changes to employee benefits or any Human Resources-related information applicable to employees
2. Matters that affect a large population of employees
3. Emergency situations, such as flooding or a freeze
4. Promotion of City sponsored events inviting all employees to participate:
 - City employee blood drives
 - City employee run/walks
 - City Wellness program
 - City Graffiti Wipeout
 - City VITA program
5. Air Quality Alerts

CITY CO-SPONSORED EVENTS WILL BE DECIDED ON A CASE BY CASE BASIS.

Employee E-mail Signatures:

All employees' signatures may only have the following information and in this order:

1. Name
2. Title
3. Department
4. Department physical address, if applicable (not required)
5. Phone number
6. E-mail address
7. A department logo, if applicable (not required)
8. City seal (not required)
9. Department motto, if applicable (not required)
10. Department Mission Statement or Values, if applicable (not required)
11. Confidentiality Notice, if applicable (not required)

12. Department promotional message of a City service, survey, event or advocacy statement related to the department's mission or philosophy (i.e. "Now is the time to get your flu shot" or Complete a customer satisfaction survey online at www.sanantonio.gov, if applicable (not required)

THE E-MAIL SIGNATURE MAY NOT INCLUDE ANY MESSAGE THAT IS RELIGIOUS OR POLITICAL IN NATURE OR OTHERWISE IN VIOLATION OF CITY POLICIES.

Employee Microsoft Outlook "Out of Office" Message:

Microsoft Outlook "Out of Office" tool should be activated during any absence where the employee will not be regularly checking and responding to e-mail. Such as in the following circumstances, however not limited to:

1. Vacation
2. Personal leave
3. Medical leave
4. Holidays

Department supervisors are responsible for requesting that the Department of Information Services Technology activate the "Out of Office" Microsoft Outlook feature for employees that are unexpectedly placed on leave.

The information provided on the "Out of Office" message, should include:

1. Expected time or day of return
2. The contact information of someone else that might be able to assist
3. Method by which to reach you, if possible

City Hall “On-Hold” Messages:

The Department of Government and Public Affairs manages and updates the on-hold phone messages for 3-1-1, City Hall, City Hall Annex, Municipal Plaza, Plaza de Armas, City offices at Frost Bank Tower and Riverview Towers. The messages promote City department events, programs and services.

Please use the following guidelines and procedures when submitting messages for the on-hold messaging system, managed by the Department of Government and Public Affairs:

1. Time your messages (messages should not be more than 30 seconds long and 45 to 50 words).
2. When submitting messages, to be placed in the on-hold messaging system, please format them in the following manner:
 - Name of the department
 - Name of the employee submitting the message
 - Phone number and e-mail of employee submitting the message
 - Desired date/time frame of rotation (if the message is evergreen, please indicate how many months message is to be rotated.)
 - Message (reminder: no more than 30 seconds long.)
3. Timeline for submitting messages:
 - Government and Public Affairs staff will send out a reminder each month, one month before the desired rotation.

Example:

- You would like your message to rotate in June.
 - Government and Public Affairs staff will send out a reminder e-mail.
 - Your deadline to submit your on-hold message will be specified in the email.
 - Message is produced.
 - Message is placed into rotation the first week in June and will rotate throughout the month of June.
4. All messages submitted will be considered for rotation. Because of the volume of submissions, message rotation is not guaranteed. No more than 15 messages per month will be rotated.

5. So that all departments have an opportunity to promote their services, campaigns and events, departments will be limited to a rotation of two different messages per quarter.

6. For more information on how to request a City Hall on-hold message, contact Thea Setterbo at 207-7349 or thea.setterbo@sanantonio.gov

Writing a Department Audio Script:

1. The goal is to captivate your department's listening audience. Each and every message needs to be short, clear, concise and simple, yet powerful in content.

2. The spots should grab the listener's attention within seconds.

3. Consider the purpose of producing a voice message:

- To increase service
- To inform and educate the public
- To enhance your customer satisfaction
- To entertain and engage your customer

4. Determine a purpose for the message and stick to one topic/theme per message.

5. Keep your department's target audience in mind and use appropriate tone and style; a conversational tone is best for these types of messages.

6. Keep scripts short, concise and positive. Use short sentences to grab the listener's attention quickly because there is a limited amount of time to share the information.

7. Write in the active voice, not the passive voice.

8. Use nouns and verbs to paint a picture.

9. Focus on the benefits, not the features.

10. Portray a consistent image, matching the personality or brand image for your department.

11. Mention a web site, phone number or other call to action if appropriate.

12. Check "the sound" of your department's message. A script may look great on paper but when read aloud, may not flow smoothly. Remember to read your department's messages **out loud** before submitting.

Examples:

Use these examples to promote your department, services and upcoming events.

Estimated time - :30 seconds/52 words -

Because we know you live a busy life, the City has Community Link Service Centers to conveniently serve you. Pay traffic tickets, buy garage sale permits, obtain pet permits, and much more. For a complete list of locations, visit San Antonio dot gov or call 3-1-1 for a customer service representative.

Estimated time - :25 seconds/27 words -

Do you have questions about starting a business? The Economic Development Department's Small Business Outreach Division can assist you. Contact the First Point Information Center at 207-3900.

Estimated time: 15 seconds/42 words -

Looking for fun activities for the family? Visit the Houston Street Fair and Market the fourth Saturday of each month and enjoy free parking at the St. Mary's Street Parking Garage. For more information, visit [www dot Houston street fair dot com](http://www.houstonstreetfair.com).

Employee Voice Mail Messages:

Employees should record a phone voice mail message that should provide the caller with a friendly greeting, an invitation to leave a message and an alternate extension where the caller can get immediate assistance, if needed.

Example:

"Hello you have reached the office of Di Galvan, Assistant Director of Government and Public Affairs. I am either on the other line or away from my office. Please leave a message for me and I will get back to you, as soon as I can. If you are with the media and on a deadline, please contact Public Engagement Officer Thea Setterbo at 210-207-7349. Thank you for calling."

SOCIAL MEDIA

USE OF SOCIAL MEDIA ACCOUNTS FOR DEPARTMENTS

Social media is an effective communication tool for reaching a wide audience. City departments can utilize social media as an additional step to engage and inform the public about services, events, programs and important updates.

All employees must first obtain approval before being granted access to social media websites. Requests must be signed by the Department Director, Executive Leadership Team member and the Government and Public Affairs department.

Link to Social Media Request Form

[Social Media Request Form](#)

Administrative Directive 6.15 provides guidance for how the City communicates to employees, residents, visitors, businesses and various audiences through social media outlets. The purpose of AD 6.15 is to ensure proper use of social media technologies by City of San Antonio employees and volunteers.

Link to Administrative Directive AD 6.15 Social Media

[AD 6.15 Social Media](#)

A current list of City Department social media accounts can be found on the City's website: [Social Media Center](#).

COSAGOV TEXTS

COSAGOV Texts:

The Government & Public Affairs Department will manage dissemination of mobile alerts to the community on behalf of City departments, the Mayor's Office and each City Council district office.

Text submissions by departments will be handled in the same manner as news releases and requests for coverage. Proposed messages should be sent by email to Thea.Setterbo@sanantonio.gov and Di.Galvan@sanantonio.gov.

Guidelines for submissions:

1. Specify which list your message is intended for and/or the district the event will take place in. Requestor must choose at least one of the following:
 - COSA News
 - COSA Services
 - COSA Events
 - CD 1
 - CD 2
 - CD 3
 - CD 4
 - CD 5
 - CD 6
 - CD 7
 - CD 8
 - CD 9
 - CD 10
 - SA Mayor
2. There is a 120 character limit per message.
3. A shortened link can be included in the message, but it will also count toward the character limit.
4. Events or programs should be submitted/promoted 1-5 days in advance.

5. PIO will inform requestor of any edits and follow up for final approval.

6. Once the message is approved, it will be disseminated to COSAGOV Texts users.

7. Departments should be mindful of the frequency of message submissions. The intention is to provide quality information versus a large quantity of messages which could result in residents opting out of the service.

8. Once messages are submitted to the Department of Government and Public Affairs, there is 1-2 hour max turnaround time unless otherwise indicated.

Example of approved COSAGOV Text submission:

Here is an example of an approved submission for two lists for your reference:

Submission for: COSA Events, CD1

Paws in the Plaza 11a-2p May 20 @ Main Plaza. Help exercise & socialize pets from ACS shelter on your lunch break!

EMPLOYEE BUSINESS CARDS

Business Card Example:

The following information is an example of what is allowed on the **front side** of a City employee business card:

City of San Antonio
Government & Public Affairs Department



Di Galvan
Assistant Director

City Hall
P.O. Box 839966
San Antonio, TX. 78283-3966
di.galvan@sanantonio.gov

Office (210) 207-7234
Fax (210) 207-7237
Cell (210) 000-0000

All City employees shall use the updated City seal on business cards. City employees can place any of the following on the back side of a City business card:

1. Department's motto
2. Department's logo
3. Department's mission statement
4. Department's values
5. Information regarding a specific department program.
6. Social media logos

This applies to ordering of new business cards, only. Employees should use their current inventory of business cards before ordering new cards.

Business Card Orders:

1. Business card orders shall be submitted to the Central Services Print Shop Supervisor for processing, City employees are encouraged to submit their business card work orders electronically by accessing Central Services web site.

2. Central Services will notify the requesting department head or designee upon completion of business card order.
3. Once the business cards have been received by the requesting department, Central Services will prepare and upload work orders/invoices for payment into SAP using the corresponding cost center number provided by department head or designee.
4. In the event that an incorrect cost center is provided, Central Services will charge the cost of the business card order to the respective Director's Office cost center. This procedure for payment will take place at the end of each month.
5. A copy of the fully completed work order will be returned to the requesting department, once processed, via bin mail at the end of each month.

EMPLOYEE EMERGENCY INFORMATION

Weather Emergency Website information:

In a weather emergency, such as flooding or a freeze, the City Manager will direct the Department of Government and Public Affairs to publish the employee emergency information on the front page of the City's website at www.sanantonio.gov. Employees will be able to obtain a message explaining any changes to the regular business schedule during a weather emergency.

Weather Emergency Employee Phone Line:

In a weather emergency, such as flooding or a freeze, the City Manager will direct the City's Emergency Management Coordinator to activate the employee HOTLINE 207-2255 (207-CALL). Employees will be able to obtain a message explaining any changes to the regular business schedule during a weather emergency.

Link to Administrative Directive 4.60 Inclement Weather

[Inclement Weather AD 4.60](#)

City Employee Emergency Media information:

In an emergency, such as flooding or a freeze, the City Manager will direct the Department of Government and Public Affairs to publish the employee emergency phone line 207-2255 to the media through a news release, as well as to notify the media of any changes to the regular business schedule during an emergency.

**REPORT FRAUD, WASTE AND ABUSE
ANONYMOUSLY**

REPORT FRAUD, WASTE AND ABUSE ANONYMOUSLY:

City employees can report fraud, waste and abuse anonymously by Phone, U.S. Postal Service, Fax or E-mail as outlined in Administrative Directive 1.75 Fraud, Waste and Abuse Policy.

Phone:

1. (210) 207-7103
2. Fraud Hotline - (210) 207-CLUE (2583)

Employees may call 24 hours a day, seven days a week. An investigator will answer the message between the hours of 7:45 a.m. and 4:30 p.m. After hours, an answering machine will take the call.

U.S. Postal Service:

Office of Municipal Integrity
Attention: Richard A. Hernandez
P.O. Box 839966
San Antonio, Texas 78283

FAX:

Office of Municipal Integrity
Attention: Richard A. Hernandez
(210) 207-5038

E-mail:

Richard.Hernandez2@sanantonio.gov

CITY GOVERNMENT ACCESS CHANNEL

City Government Access Channel – TVSA-21:

Departments may produce a thirty-minute department program to air on TVSA-21 by coordinating a taping date and time with Alina Kesi, AV scheduler, at 210-207-4457.

Departments can produce a program for TVSA-21 at no charge.

Each department is responsible for the accuracy of the program content.

All City employees must adhere to the City's **TVSA-21 Policy**:

INTRODUCTION:

TVSA-21 is a government access channel operated by the City of San Antonio and managed/operated by the Department of Government and Public Affairs for the purpose of airing government television programming. Managing and operating includes the production, acquisition and scheduling of programs on the channel. The Department of Government and Public Affairs also provides assistance to City personnel, as well as the Office of the Mayor and City Council in using the channel to communicate and make local government accessible to the residents of San Antonio.

OBJECTIVES:

TVSA-21 provides a variety of information about government, its programs, services and concerns. Specific objectives include:

1. Providing information about programs and services offered by City of San Antonio departments and City of San Antonio government-supported agencies (at the discretion of the City of San Antonio).
2. Providing information discussed by the City's governing body; San Antonio Mayor and City Council.
3. Expanding resident's awareness of government and its decision-making processes by exposing them to live and delayed broadcast government meetings and civic events.

4. Enhancing existing public information materials by using the government access channel as a public information tool.
5. Providing and distributing programming of interest to residents that will inform, educate and enlighten, as well as encourage participation in government services, activities and decision-making.
6. Increasing the cost effectiveness of service delivery by City departments and agencies.
7. Enhancing the quality of life in San Antonio through programming that contributes to making the City of San Antonio a better place to live.
8. Providing programming and operations that meet ethical, professional and broadcast quality standards.

PROGRAMMING PRIORITIES:

In order to provide educational and informative programming to residents about local government, utilize TVSA-21 staff and equipment resources efficiently and provide twenty-four hours of daily programming, the following priorities have been established:

1. In the event of an emergency, TVSA-21 will be available as needed and emergency information shall have priority over all other programming. The Government and Public Affairs Department will work with the City Emergency Management Coordinator to coordinate the use and programming of the channel during emergencies.
2. Coverage of live and delayed government agency meetings.
3. Meetings and programs sponsored by regional, state and federal agencies dealing with topics pertaining to the City of San Antonio and of general interest.
4. The dissemination of information generated by the programs, services and function of City departments and other non-educational governmental agencies.

5. Coverage of programs, forums and conferences on issues directly affecting the residents of San Antonio, conducted by governmental agencies.
6. Recurring programs and information series or one-time special or non-regular informational programs.
7. Public Service Announcements, approved by the Department of Government and Public Affairs.
8. An interactive bulletin board service giving printed information on government events and services when other programs are not being aired.
9. City traffic conditions through the use of TransGuide.

POLICY FRAMEWORK:

TVSA-21-the Government Channel shall be guided by the following policies:

1. NON-EDITORIAL: The channel shall provide direct, non-editorial information concerning the operations, services and deliberations of government to the residents of San Antonio.
2. NON-POLITICAL: The channel may not be used to communicate support or opposition to a candidate for nomination or election to a public office or an office of a political party, a political party, a public officer, or to communicate support or opposition to a ballot measure (i.e., bond election, charter amendment, etc.). However, the channel may be used to communicate information that factually describes the purposes of a measure if the communication does not advocate passage or defeat of the measure. This provision also does not preclude the airing of non-partisan programs sponsored by a neutral third party designed to inform the residents of election issues and candidates.

Declared candidates for any elective office and persons advocating any cause, viewpoint or proposed policy of a partisan nature will not be eligible to appear on the channel 120 days prior to an election or unless they appear in a forum in which all other candidates or sides of an issue are provided an opportunity to participate in the forum.

For purposes of this policy, a person is considered to be a declared candidate based upon the definition of candidacy that is found in Title 15, Section 251.001 of the Texas Elections Code. That Section states that:

1. "Candidate" means a person who knowingly and willingly takes affirmative action for the purpose of gaining nomination or election to public office or for the purpose of satisfying financial obligations incurred by the person in connection with the campaign for nomination or election. Examples of affirmative action include:

- the filing of a campaign treasurer appointment;
- the filing of an application for a place on the ballot;
- the filing of an application for nomination by convention;
- the filing of a declaration of intent to become an independent candidate or a declaration of write-in candidacy;
- the making of a public announcement of a definite intent to run for public office in a particular election, regardless of whether the specific office is mentioned in the announcement;
- before a public announcement of intent, the making of a statement of definite intent to run for public office and the soliciting of support by letter or other mode of communication;
- the soliciting or accepting of a campaign contribution or the making of a campaign expenditure; and
- the seeking of the nomination of an executive committee of a political party to fill a vacancy.

This policy does not apply to officials who receive incidental air time as part of a public event being aired on the channel, acting as part of their regular duties.

NEUTRALITY: In any programming concerning subjects that may be interpreted to be materially controversial, the channel may only provide an opposing viewpoint during a legislative meeting will be directed to the appropriate agency for action on their agenda.

NON-COMMERCIAL: The channel will not air paid advertising or any program that depicts a product, business and/or service that has the purpose of benefiting a profit-making enterprise.

No underwriting or sponsorship verbal announcement shall be given to any individual or organization that provides financial or other resources for the

production of airing programs on the channel. However, an acknowledgment, if appropriate, will be given during the credit portion at the end of the program being aired.

The “credits” shall be limited to the names of the personnel that have worked on the production. The credits will not advertise the location used to produce the production unless authorized by TVSA-21 management.

An acknowledgement might be given to the use of a production location, if appropriate, with the approval of TVSA-21 management.

NON-DISCRIMINATORY: The channel shall not discriminate in the delivery of its services on the basis of race, color, creed, national origination, sex, sexual orientation or physical ability.

NON-SECTARIAN PROGRAMMING: The channel will not air any programming that exposes or promotes any particular religious group or belief.

LIVE COVERAGE: The channel will give priority to live coverage of meetings, hearings and events and will schedule replays to encourage access by residents at convenient times.

ALLOCATION OF RESOURCES: Scheduling of production personnel and airtime will be governed by the priorities set forth in Section III of this Policy and at the discretion of the TVSA-21 management.

The TVSA-21 logo will be the only embedded “bug (call letters or channel logo)” on any program aired on the Government Access Channel.

All Channel ID’s, silent or audible, will be limited to that of identifying TVSA-21.

EXTERNAL PROGRAMMING REQUESTS: At the City’s discretion, City-owned governmental agencies will be allowed to air programs on the Government Access Channel.

PRODUCTION POLICIES:

Resource allocation: Scheduling of production personnel and equipment shall be managed according to the priorities established in Section III of this Policy and at the discretion of the TVSA-21 management. Given limited staff and technical resources available, TVSA-21 cannot operate like a commercial station. It is the responsibility of the TVSA-21 management to schedule TVSA-21 staff and resources.

Audio and video production by TVSA-21 staff shall be available primarily to City of San Antonio departments/divisions.

Responsibility for the content of any programming produced by TVSA-21 for any City department, Office of the Mayor or Council District lies solely with the initiating department, Office or District. Department directors, Office of the Mayor and Council members shall be required to approve programs and production requests relating to their departments, Office and Districts. TVSA-21 shall have the right to edit copy without changing content if such copy does not meet professional journalistic and broadcast standards. Copy-editing shall be performed in a collaborative spirit with the client.

PROGRAMMING RESTRICTIONS:

TVSA-21 will not air programming containing:

Any obscene material.

Any material which violates Federal, State or Local law.

A lottery as defined by the Federal Communication Commission regulations or any advertisement of or information concerning a lottery.

COPYRIGHT OF PROGRAMS:

Programs containing copyrighted materials will be used only if copyright clearance has been obtained. The ownership and copyright for any program produced by the City of San Antonio shall be held by the City.

Any unauthorized reproduction, distribution or exhibition of TVSA-21 copyrighted material, in any medium or form, is strictly prohibited and may

subject the offender to civil liability and criminal penalties (Title 17, United States Code, Sections 501 and 506).

The City of San Antonio expressly forbids the use of any of its TVSA-21 programming or materials in political campaigns or political advertising of any sort.

DISPOSITION OF MEETING TAPES:

The original tape of each Council meeting may be maintained by TVSA-21 for production purposes.

Both master tapes and copies will be copyrighted in the name of TVSA-21 to prevent unauthorized taping or use of the program.

The City will provide a copy of any TVSA-21 program for the cost determined by the Texas Building and Procurement Commission. The Communications Division will accept a check or money order. Checks or money-orders should be made payable to the "City of San Antonio." Credit cards or cash payments will not be accepted.

AUTHORITY

TVSA-21 Management has the discretion to interpret this Policy and enforce guidelines and procedures.

TVSA-21 Bulletins:

Departments can submit a request to air a bulletin on TVSA-21 as often as needed; however, the information is limited to City or Council sponsored events or services.

TVSA-21 notices are another tool that may be used to promote City programs, services or events. Creating eye-catching notices that include text as well as simple graphics, logos, maps, etc. can help increase awareness of your programs and services. Notices may be created using PowerPoint or Adobe Photoshop. **All requests for notices must be submitted in one of these formats.**

TVSA-21 Bulletins Created in PowerPoint:

Open a standard PowerPoint file (sized 10 X 7.5 in.).

Create a short, attention-grabbing headline for the notice: such as “**Holiday safety,**” “**Birth certificates,**” or “**Public meeting.**” A minimum point size of 48 points should be used.

In the explanation or body of the notice, keep it short -- simplify and summarize; try not to exceed 30 words. A minimum point size of 30 points should be used. Type that is sized at 36 points is good for most text.

Use the following, easy-to-read fonts: Impact, Arial, Arial Black, Tahoma or any sans-serif font that is universally acceptable. Text that is difficult to read in print will only be harder to read on a TV screen. Consider bolding the text and **avoid italics and print that is solely in capital letters.**

Pick a background color that is easy on the eyes and that is a good contrast for your text color. Use a background fill effect for a more appealing appearance.

Look for an opportunity to insert a graphic that corresponds with your text. Visual aids will attract viewers to your message and make it easier to understand.

Try to keep at least a one-inch margin of space on each side. Different television screens may cut off edges of your notice.

E-mail your file to Thea Setterbo at thea.setterbo@sanantonio.gov. Please indicate what date is desired for the notice to begin and what date it should end. The notice may be edited if necessary and then will be saved as a jpeg file before placement on TVSA-21.

CITY COUNCIL PRESENTATIONS

City Council Agenda Item Presentations:

Departments must send PowerPoint presentations to Thea Setterbo, Public Engagment Officer, (207-7349, thea.setterbo@sanantonio.gov) for review the Wednesday before the Council meeting.

Department Agenda Coordinators should contact Thea Setterbo if the department will be late with a Council presentation.

The City's Government and Public Affairs Department has developed the guidelines below for departments to follow to ensure their City Council presentations are compatible with AV equipment in the Municipal Plaza B-Room and the Council Chamber.

City Council B-Session Presentations:

Departments may submit their Council B-Session PowerPoint presentations via e-mail to Thea Setterbo at thea.setterbo@sanantonio.gov and the AV team at avcontrol@sanantonio.gov no later than 2 p.m. on the Tuesday prior to B-Session.

City Council Meeting Presentations:

Departments may submit their City Council PowerPoint presentations via e-mail to Thea Setterbo at thea.setterbo@sanantonio.gov no later than 11 a.m. on the Wednesday prior to the City Council meeting. They should copy the AV team at avcontrol@sanantonio.gov. Departments will receive confirmation that their presentation file has been received.

Departments will be contacted as soon as possible if there are formatting issues (e.g. - the use of transition or template margin borders) with presentations.

Videos:

If your department has a CD or DVD to accompany a B-Session presentation, it should be submitted by 2 p.m. on the Tuesday prior to the meeting and by 11 a.m. on the Wednesday prior to the City Council meeting for a Council presentation. AV staff will preview the CD/DVD to

check broadcast quality and compatibility with the existing system. You will be notified if the video is not compatible.

All audio visual materials submitted must have a label noting the department's name, a contact person, and phone number.

Maps/Large Displays:

Should your department have a large map or oversized chart that will accompany your presentation, please notify Government and Public Affairs when your presentation file is submitted. This will allow AV staff time to determine placement to best display the document on camera.

Departments must provide any department director and assistant director changes to David McElroy (207-7231) for the purpose of building lower third name graphics to air on TVSA-21 (City Council meetings).

Departments should provide accurate Council Agenda Item captions in the RFCA system for the purpose of building lower third captions to air on TVSA-21 (City Council meetings).

Any questions regarding the Request for Council Agenda system should be directed to the Office of the City Manager at 207-7080.

USE OF CITY BIN MAIL SERVICE

Bin Mail System - Purchasing & General Services:

Central Stores is committed to providing outstanding customer service while providing efficient, convenient, and cost effective mail service for the City of San Antonio.

Interdepartmental Bin Mail -

Mail Services Technicians sort, pick-up, and deliver interdepartmental and US mail twice daily to the various City departments who utilize this service. We have a designated AM and PM route schedule that is followed daily.

Service is provided to all City departments with the exception of Animal Care Services, Aviation, and Solid Waste, they have personnel who come to the Central Stores office to pick up their mail twice a day.

This service is intended for City business only, for further clarification in reference to purpose, responsibility, policy, and procedures of Interdepartmental mail communications, please refer to A.D. 4.32.

U.S. Mail -

The mail is picked up at the U.S. Postal Service Station every morning and brought back for sorting and distribution. Mail Services Technicians deliver all out going first class and metered mail to the U.S. Postal Service Station once per day.

U.S. Postage -

In order to properly track expenses, departments requesting postage must provide the fund center to be charged (bar coded label). Departments are billed for U.S. postage monthly. If you have any questions regarding our bin mail procedures, please contact Guillermo Castoreno at 207-8441.

USE OF CITY SEAL

Use of City Seal



The City seal may be used by City employees for the following:

1. Department websites
2. Department letterhead
3. Handouts for City training sessions
4. City Brochures
5. City presentations (PowerPoint, etc.)
6. City uniforms and City issued articles of clothing (polo shirts, etc.)
7. Department business cards
8. Department fax sheets
9. Department news releases/request for coverage
10. Department TVSA-21 programs
11. TVSA-21 bulletins
12. City-sponsored events

The use of the City seal for City co-sponsored events must be authorized by calling Di Galvan, Assistant Director of Government and Public Affairs at 207-7234.

USE OF CITY HALL STEPS

Use of City Hall Steps:

As a public forum the use of the City Hall steps are available for use on a first-come, first-served basis to the departments and the general public. However, no use of the City Hall steps shall block ingress and egress to City Hall.

If a department plans to conduct a news conferences or event on the steps of City Hall, they must notify the Office of the City Manager and the Department of Government and Public Affairs by e-mail. **This notification DOES NOT reserve the use of the steps; however, it helps to establish the order of events if two users show up at the same time to use the steps for a news conference or event.**

Upon receipt of the notification and for information purposes, the customer service specialist at the Office of the City Manager will note the event in the City's Calendar and make security aware of the City news conference or event.

The City will not provide AV support or electricity to non-City related news conferences.

The public will not be allowed to hang up banners on the exterior walls of City Hall. Only stand-alone banners are permissible for the general public.

1. City Manager's Office - 207-7080
2. Department of Government and Public Affairs - 207-7234